

WHAT IS CLAIMED IS:

1. A method of broadcasting programs, executed by a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving unit of a listener, the method comprising the steps of:

extracting an object that has been displayed onto the display screen of a program from the program information about programs;

generating the relevant information about the extracted object;

generating sync information to be used for synchronizing the program information with the relevant information; and

transmitting the program information, relevant information, and sync information to said receiving unit.

2. The method according to claim 1, wherein the sync information includes the information about the time at which the object is displayed or the frames that contain the object, and the information about the display position at which the object is displayed.

3. The method according to claim 1, wherein the relevant information is the advertisement information about advertisement of the object.

4. The method according to claim 1, wherein the relevant information is the auction information about auction of the object, and the method further comprising the steps of:

receiving purchase values of the object to be auctioned  
5 from said receiving unit; and  
transmitting the highest value among the received purchase values.

5. The method according to claim 4, further comprising  
10 the steps of:

deciding the listener transmitting the highest price as a successful bidder of the object when broadcasting of the program information is completed; and

transmitting information about the successful bidder  
15 to the receiving unit.

6. A method of broadcasting programs, executed by a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving  
20 unit of a listener, the method comprising the steps of:

extracting an object displayed onto the display screen of a program from the program information about programs;  
generating the sponsor-recruiting information for recruiting a sponsor for the extracted object; and

25 transmitting the program information and the

sponsor-recruiting information to said receiving unit.

7. A method of receiving programs, broadcast by a broadcasting unit, by a receiving unit of a listener, the

5 method comprising the steps of:

receiving the program information about a program to be broadcasted, relevant information about an object displayed onto the display screen of the program, and sync information for synchronizing the program information with

10 the relevant information from said broadcasting unit;

storing the received program information, relevant information, and sync information; and

synchronously outputting the program information and relevant information in accordance with the stored sync  
15 information.

8. A method of receiving programs, broadcast by a broadcasting unit, by a receiving unit of a listener, the method comprising the steps of:

20 receiving the program information about a program to be broadcasted and sponsor-recruiting information for recruiting a sponsor for an object displayed onto the display screen of the program;

storing the program information and  
25 sponsor-recruiting information;

outputting the stored program information and  
sponsor-recruiting information; and

transmitting sponsor-designating information for  
designating that the sponsor becomes a sponsor for the object  
5 to said broadcasting unit.

9. A computer program that contains instructions which  
when executed realizes a method of broadcasting programs  
on a broadcasting unit in a broadcasting system, said  
10 broadcasting system also including at least one receiving  
unit of a listener, the computer program making said  
broadcasting unit realize the steps of:

extracting an object that has been displayed onto the  
display screen of a program from the program information  
15 about programs;

generating the relevant information about the  
extracted object;

generating sync information to be used for  
synchronizing the program information with the relevant  
20 information; and

transmitting the program information, relevant  
information, and sync information to said receiving unit.

10. A computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving  
5 unit of a listener, the computer program making said broadcasting unit realize the steps of:

extracting an object that has been displayed onto the display screen of a program from the program information about programs;

10 generating a sponsor-recruiting information for recruiting a sponsor for the extracted object; and

transmitting the program information and sponsor-recruiting information to said receiving unit.

15 11. A computer-readable recording medium which stores a computer program that contains instructions which when executed realizes a method of broadcasting programs on a broadcasting unit in a broadcasting system, said broadcasting system also including at least one receiving  
20 unit of a listener, the computer program making said broadcasting unit realize the steps of:

extracting an object that has been displayed onto the display screen of a program from the program information about programs;

25 generating the relevant information about the

extracted object;

generating sync information to be used for  
synchronizing the program information with the relevant  
information; and

5 transmitting the program information, relevant  
information, and sync information to said receiving unit.

12. A computer-readable recording medium which stores a  
computer program that contains instructions which when  
10 executed realizes a method of broadcasting programs on a  
broadcasting unit in a broadcasting system, said  
broadcasting system also including at least one receiving  
unit of a listener, the computer program making said  
broadcasting unit realize the steps of:

15 extracting an object that has been displayed onto the  
display screen of a program from the program information  
about programs;

generating the relevant information about the  
extracted object;

20 generating sync information to be used for  
synchronizing the program information with the relevant  
information; and

transmitting the program information, relevant  
information, and sync information to said receiving unit.

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extraction unit;

a transmission unit which transmits the program information and sponsor-recruiting information to the receiving unit; and

- 5 a sponsor-designating-information receiver which receives the sponsor-designating information for designating that the sponsor becomes a sponsor for the object from said receiving unit.

- 10 15. A receiving unit of a listener that receives programs, broadcast by a broadcasting unit, said receiving unit comprising:

an information receiving unit which receives the sync information for synchronizing the program information about  
15 a program to be broadcasted, relevant information about an object displayed onto the display screen of the program, and sync information for synchronizing the program information with the relevant information;

a storage unit which stores the program information,  
20 relevant information, and sync information received by said information receiving unit; and

an output unit which synchronously outputs the program information and relevant information in accordance with the sync information stored by said storage unit.



